39800/DWR/D453

5 WHAT IS CLAIMED IS:

1. A method of processing data, comprising:

receiving plural sets of data corresponding to respective digital assets;

receiving continuous stream media data for one or more of the digital assets;

processing the sets of data to extract particular information from the data, and writing the extracted information to a data file;

compressing the continuous stream media data; and

assembling the digital assets, compressed data, and the data in the data file into an executable file.

- 2. The method of claim 1, further including designating one of the files to be opened when the executable file is extracted.
- 3. The method of claim 1, further comprising collecting timing information from the respective assets, and wherein assembling includes assembling the timing information.
- 25 4. The method of claim 1, wherein receiving the data comprises receiving the data from a disk.
 - 5. The method of claim 1, wherein receiving the data comprises receiving the data from an author.

- 6. The method of claim 1, wherein receiving the data comprises receiving the data over a communication network.
- 7. The method of claim 1, wherein compressing the data comprises compressing the data using a compression format selected by an author.
 - 8. The method of claim 1, wherein receiving plural sets of data comprises receiving data for insertion into respective screen slides.
 - 9. The method of claim 1, wherein receiving plural sets of data comprises receiving data for insertion into a spread sheet.
 - 10. The method of claim 1, wherein receiving plural sets of data comprises receiving plural video clips.
 - 11. The method of claim 1, wherein receiving continuous stream media clips comprises receiving audio clips.
- 25 12. The method of claim 1, wherein receiving continuous stream media clips comprises receiving video clips.
 - 13. The method of claim 1, wherein receiving continuous stream media clips comprises receiving clips of animation.

39800/DWR/D453

5

10

- 14. The method of claim 1, wherein receiving continuous stream media clips comprises receiving audio and video clips.
 - 15. The method of claim 1, wherein receiving continuous stream media clips comprises receiving telemetry clips.
 - 16. The method of claim 1, wherein processing the data comprises copying text into a data file.
 - 17. The method of claim 10, wherein processing the data comprises extracting frames from the video clips.
 - 18. The method of claim 10, wherein processing the data comprises extracting closed captioning information from the video clips.
 - 19. The method of claim 11, wherein processing the data comprises extracting key words from the audio clips.
 - 20. The method of claim 16, wherein copying the text comprises initially copying the text to a text object.
 - 21. The method of claim 1, wherein assembling the digital assets, compressed data, and the data in the data file into an executable file comprises:
 - creating a single output file;

5

copying executable code to the output file;

writing destination information to the output file to designate the destination directory of the executable file;

writing plural blocks of data to the output file, each block containing identification information and corresponding data;

writing a block containing a clean-up program to the output file if the destination information corresponds to a temporary file; and

writing auto-start file information to the output file to designate a file to be opened when the output file is executed, if an auto-start file is specified by an author.

- 22. The method of claim 21, wherein writing plural blocks comprises writing the corresponding data in a compressed format.
- 23. The method of claim 21, wherein writing the blocks comprises writing a block start flag for each block.
- 24. The method of claim 21, further including receiving user input to identify the destination directory.

- 25. The method of claim 21, further including writing a source-identifying block to the output file to indicate the source of the file.
- 30
- 26. The method of claim 1, further comprising:

39800/DWR/D453

- 5 (a) providing plural templates, each having command parameters and plural tags, wherein the tags include instructions for insertion of particular data;
 - (b) retrieving one of the templates;
- (c) processing the command parameters to determine the
 template identity;
 - (d) accessing corresponding data based on the template identity;
 - (e) processing one of the tags in the template to determine the data to be inserted in place of the tag;
 - (f) extracting a corresponding portion of the accessed data and inserting the data into the template in place of the tag; and
 - (g) repeating steps (e) and (f) until all of the tags in the template have been processed.
 - 27. The method of claim 26, further including repeating steps (b) through (g) until all of the templates have been processed.
 - 28. The method of claim 26, wherein accessing corresponding data comprises accessing data in a playlist object.
 - 29. The method of claim 26, wherein each template includes a hierarchy of tags.

30

- 5 30. The method of claim 26, wherein accessing corresponding data comprises accessing data relating to a multi-media presentation.
 - 31. The method of claim 1, further including:

providing the executable file including executable code and a plurality of blocks of data;

running the executable code to identify one of the blocks;

processing identification information contained in the block to determine the contents of the block;

reading the data in the block and creating a corresponding directory if the block is a destination directory block;

decompressing the data in the block and writing the decompressed data to an appropriate directory if the block is a compressed file block;

writing the data in the block to a temporary directory if the block contains a clean-up program; and

saving the information in the block if the information contains auto-start path information.

32. The method of claim 1, further including:

unpackaging the executable file;

beginning the display of data at a preselected position;

determining the current position of the display;

comparing the determined position with a set of event data for the respective digital assets;

5

10

39800/DWR/D453

displaying one of the digital assets based on the comparison of the position with the event data;

calculating a timeout based on the determined position and the event data;

setting a clock to fire upon reaching the timeout;

initiating a polling process when the clock fires to determine the position of the display;

displaying a different digital asset based on a comparison of the determined position with the event data; and

calculating a new timeout and resetting the clock to fire upon reaching the new timeout.

- 33. The method of claim 32, wherein comparing the determined position with the event data comprises comparing the determined position with event data related to a slide.
- 34. The method of claim 32, wherein comparing the determined position with event data comprises comparing the determined position with event data related to text data.
- 25 35. The method of claim 32, wherein determining the current position comprises determining the position within a continuous stream media file.
 - 36. A method of processing a set of data, comprising: receiving plural digital assets;

39800/DWR/D453

5 receiving continuous stream media clips for at least some of the assets;

processing the respective assets to extract particular information contained in the assets, and writing the information to a data file;

concatenating the continuous stream media clips into a file; compressing the file;

storing the respective assets in a predetermined format; and assembling the data file, compressed file, and asset files into an executable file.

- 37. The method of claim 36, wherein receiving the assets comprises receiving the assets from a disk.
- 38. The method of claim 36, wherein receiving the assets comprises receiving the assets from an author creating the assets.
- 39. The method of claim 35, wherein receiving the assets comprises receiving the assets over a communication network.
- 40. The method of claim 35, further comprising collecting timing information from the respective assets, and wherein assembling includes assembling the timing information.

- 5 41. The method of claim 35, wherein compressing the single file comprises compressing the single file using a compression format selected by an author of the presentation.
- 42. The method of claim 35, wherein receiving plural digital assets comprises receiving plural screen slides.
 - 43. The method of claim 35, wherein receiving plural digital assets comprises receiving spread sheet data.
 - 44. The method of claim 35, wherein receiving plural digital assets comprises receiving plural video clips.
 - 45. The method of claim 35, wherein receiving continuous stream media clips comprises receiving audio clips.
 - 46. The method of claim 35, wherein receiving continuous stream media clips comprises receiving video clips.
 - 47. The method of claim 35, wherein receiving continuous stream media clips comprises receiving clips of animation.
 - 48. The method of claim 35, wherein receiving continuous stream media clips comprises receiving audio and video clips.

- 49. The method of claim 35, wherein receiving continuous stream media clips comprises receiving telemetry clips.
- 50. The method of claim 42, wherein processing the assets comprises copying text from the screen slides.
- 51. The method of claim 44, wherein processing the assets comprises extracting frames from the video clips.
- 52. The method of claim 44, wherein processing the assets comprises extracting closed captioning information from the video clips.
- 53. The method of claim 45, wherein processing the assets comprises extracting key words from the audio clips.
- 54. The method of claim 50, wherein copying the text comprises initially copying the text to a text object.
- 55. The method of claim 42, wherein storing the respective assets comprises storing the screen slides in a graphical file format.
 - 56. A method of processing data, comprising:
- (a) receiving plural sets of data for insertion into respective digital assets;

. 5

10

- (b) creating the assets, wherein each asset includes the corresponding data;
 - (c) receiving a request from a user to select one of the assets for linking a corresponding continuous stream media clip;
 - (d) receiving the continuous stream media clip for the selected asset;
 - (e) repeating steps (c) and (d) one or more times;
 - (f) compressing the assets and corresponding clips; and
 - (g) assembling the compressed data into an executable file.
 - 57. The method of claim 56, further comprising collecting timing information from the respective assets, and wherein assembling includes assembling the timing information with the compressed data.
 - 58. The method of claim 56, wherein receiving the data comprises receiving the data from a disk.
 - 59. The method of claim 56, wherein receiving the data comprises receiving the data from an author.
 - 60. The method of claim 56, wherein receiving the data comprises receiving the data over a communication network.

39800/DWR/D453

- 5 61. The method of claim 56, wherein compressing the data comprises compressing the data using a compression format selected by an author.
- 62. The method of claim 56, wherein receiving plural sets of data comprises receiving data for insertion into respective screen slides.
 - 63. The method of claim 56, wherein receiving plural sets of data comprises receiving data for insertion into a spread sheet.
 - 64. The method of claim 56, wherein receiving plural sets of data comprises receiving plural video clips.
 - 65. The method of claim 56, wherein receiving continuous stream media clips comprises receiving audio clips.
 - 66. The method of claim 56, wherein receiving continuous stream media clips comprises receiving video clips.
 - 67. The method of claim 56, wherein receiving continuous stream media clips comprises receiving clips of animation.
 - 68. The method of claim 56, wherein receiving continuous stream media clips comprises receiving audio and video clips.

- 69. The method of claim 56, wherein receiving continuous stream media clips comprises receiving telemetry clips.
- 70. The method of claim 62, wherein processing the data comprises copying the text to be inserted into the screen slides.
- 71. The method of claim 64, wherein processing the data comprises extracting frames from the video clips.
- 72. The method of claim 64, wherein processing the data comprises extracting closed captioning information from the video clips.
- 73. The method of claim 65, wherein processing the data comprises extracting key words from the audio clips.
- 74. The method of claim 69, wherein copying the text comprises initially copying the text to a text object.
- 75. The method of claim 56, further including converting each screen slide into a graphics format file prior to compressing the screen slides.